



2021-2022 AAF Austin Club Achievement : PUBLIC SERVICE

Public Service VP: Maddy Marziani

President: Cindy Brummer

Incoming President: Cindy Brummer & Helena Abbing

Organizations:

Paws In Prison (www.pawsinprison.com)

e4 Youth (www.e4youth.org)

OVERVIEW

Giving back has always been mission-critical to the membership and board of AAF Austin. After a challenging start to the year, Maddy Marziani stepped into the Public Service board position in December 2021. She hit the ground running in identifying, vetting, and meeting with local non-profit organizations. By January, Maddy and the AAF Austin board decided on the chosen Public Service partner. Austin has long been revered as a pet-friendly city. Leaning into that reputation, the board decided to focus on an animal-centric service organization that provides a transformational program for women who are incarcerated.

Paws in Prison ([Exhibit A](#)) educates female inmates for greater responsibility and empathy through the rescue and training of shelter dogs to be adopted by the public. ([Exhibit B](#))

The decision was made to support the efforts of a smaller organization that would be more dramatically impacted by our efforts.

GOAL #1: Create Awareness for Paws In Prison

To increase general awareness of Paws in Prison through strategic communication opportunities, help optimize their messaging hierarchy, and drive donations given limited resources.

Summary:

The AAF Austin Public Service team is working in partnership with Paws in Prison to take a holistic look at needs and find a solution that will help drive their #1 goal: increase awareness, in hopes of driving donations. As a smaller non-profit organization, they have had difficulty establishing a presence in the community compared to larger groups. The organization not only aids in finding homes for shelter dogs but it educates female inmates for greater responsibility and empathy through the rescue and training of shelter dogs. The women who participate in the Paws in Prison program are given an opportunity to earn certifications that could benefit them for job opportunities after prison release. However, coming up with an effective social media campaign has proven difficult, because of limited access to the prisons and inmates. Additionally, there are no funds for media placements or paid advertising. The team is focusing on social media and grassroots efforts for organic growth.

Execution:

We are developing consistent messaging despite the limited content available. Additionally, we are determined to find a solution to help them continue to build their online presence. The Public Service team has biweekly communications to discuss the strategy including:

- Feedback on creative redesign
- Website re-design

Execution (cont.):

- Email messaging
- Overall social media content

The team is working to identify creative partners to execute the design and create assets that Paws In Prison will be able to use across their platforms.

Results:

As we are still in the infancy of this campaign, we don't have tangible results at this time. Of course, our aim is to increase community awareness of the incredible work this organization is doing. With increased awareness we anticipate a rise in much needed donations to Paws in Prison.

GOAL #2: Continued Support of Advertising Education Client e4 Youth**Target Audience:**

AAF Austin members, Austin advertising community

Overview:

AAF Austin has long supported e4 Youth (*Exhibit C*)—a successful program which introduces minority and at-risk Austin high school students to career paths in advertising, commercial art, and media. Directed by former AAF–Austin VP of Diversity Carl Settles (*Exhibit D*), it is a nationally recognized program with active and diverse community support. Its board members include principals and executive officers from several of Austin's leading ad agencies.

Execution/Tactics:

Considering the reality of working in a pandemic and re-structuring within the organization, participation of e4 Youth in AAF Austin events has been limited. e4 was one of the non-profit organizations identified on our short-list of public service candidates. However, the organization is in the midst of an all-consuming internal project and was unable to identify specific initiatives in which we could partner. However, AAF Austin is committed to continued support of the organization. Several individuals on our board and agency members like GSD&M have partnered with and promoted volunteer opportunities (*Exhibit E*) with e4 Youth.

Exhibit A *Paws in Prison : Existing Logo*

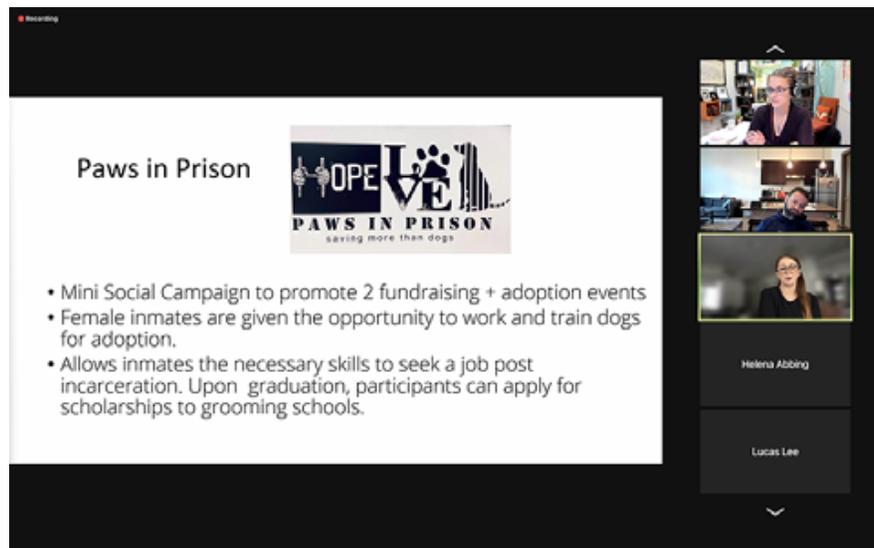


Exhibit B *Paws in Prison : Trainers & Shelter Pups*

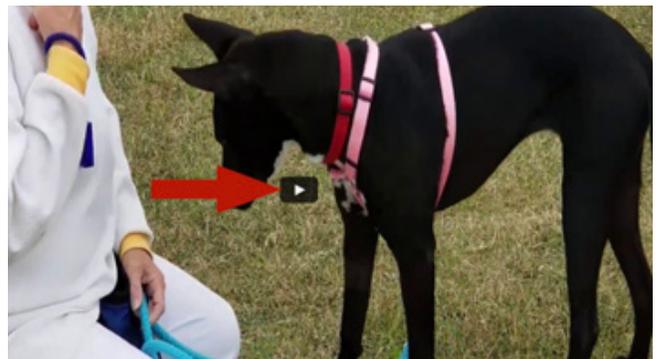


Exhibit C 2022 Kickoff | Public Service

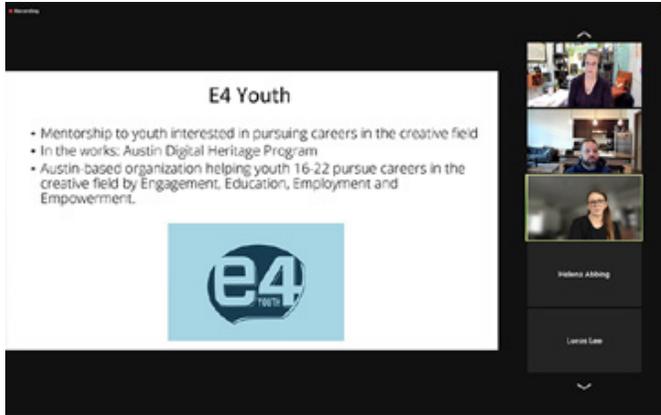


Exhibit E e4 Youth Professional Volunteer Form

Exhibit D Carl Settles | e4 Youth Founder

